

Upon learning of the NAB petition 04-160, I respectfully request to express an unfavorable opinion of the petition. While I appreciate what the NAB is trying to accomplish, their fear of satellite radio taking away local radio listeners because of the broadcast of traffic and weather announcements is unfounded. First of all, these broadcasts are only for larger metropolitan areas. When I'm traveling to one of these areas it is a real benefit to be able to pick up traffic and weather alerts well before I get to the city. With AM or FM signals I must be within listening range for the signal to be strong enough for the radio to seek and stop on a local station. With satellite radio I know well in advance areas to avoid or precautions to take because of conditions. This is a tremendous safety benefit for those of us that travel regionally.

Secondly, the option to get weather and traffic updates in selected cities was just recently offered. Weather and traffic updates on local AM and FM stations constitute a very small part of the daily broadcast on any given station. If the NAB thinks that's the only reason the general public tunes to local stations is to hear this information, they truly don't understand the market. In my location I have no satellite traffic and weather update available. However my choice of which local station to listen is not based on the quantity or quality of their weather and traffic updates. Most AM and FM stations provide this to various degrees so in essence it has become a commodity and therefore is no longer unique in the industry. The analogy is similar to satellite TV and local TV broadcasts. I can be informed of my local weather by local TV stations or select The Weather Channel on my satellite system. My choice is based on the content of the program and nothing else.

In closing I would like to thank you for the time you took to read this note. I hope it offered and opinion you will give serious consideration.

Regards,

JK Moore